



WCPO

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ORDER

Print Date 10/22/12

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Flight Dates 10/13/12-10/23/12

Contract / Revision 314516 /

Original Date / Revision
10/20/12 10/20/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

OH US SEN JOSH MANDEL OCT 13

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 2897

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 12600

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBQC	%	0
WCET	%	0
WCVN	%	0
WKON	%	0
WKRC	%	0
WLWT	%	0
WPTO	%	0
WSTR	%	0
WXIX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	45	\$10,710.00	\$12,600.00	0.00
Totals	45	\$10,710.00	\$12,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	45	\$10,710.00	\$12,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	10/13/12	10/23/12	SA-SU GMTS 8-9a SA-SU GMTS 8-9a	CM	8-9a	-----	:30	0	\$160.00	P-8	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-		1				\$160.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
2	WCPO	10/13/12	10/23/12	SA-SU GMTS 8-9a SA-SU GMTS 8-9a	CM	8-9a	-----	:30	0	\$190.00	P-8	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1		1				\$190.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			



WCPO

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Contract / Revision 314516 Flight Dates 10/13/12-10/23/12

Hiatus Dates

Original Date / Revision 10/20/12/ 10/20/12

Order Sep 00:10:00

Advertiser Mandel / Republican / US S Product OH US SEN JOSH MANDEL Estimate # 2897

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	10/13/12	10/23/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-----	:30	0	\$125.00	P-8	0.00	NM	7	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$125.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$125.00		0.00			
E 4	WCPO	10/13/12	10/23/12	M-F 11a-12p View	CM	11a-12p	-----	:30	0	\$185.00	P-8	0.00	NM	9	\$1,295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$185.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WCPO	10/15/12-10/21/12	M-F 11a-12p		11a-12p	MTWThF----	:30		(\$185.00)		0.00	NM		
	See MG 4.8, 4.9, 4.10 [Political P3's going in]														
	8	WCPO	10/23/12-10/23/12	M-F GMTS 6-7a		6-7a	-T-----	:30		\$125.00		0.00	NM		
	Ⓜ MG for 4.5 10/19														
	9	WCPO	10/23/12-10/23/12	M-F 1202-107a Jimmy Kiml		1202-107a	-T-----	:30		\$50.00		0.00	NM		
	Ⓜ MG for 4.5 10/19														
	10	WCPO	10/23/12-10/23/12	M-F 106-206a Frasier		106-206a	-T-----	:30		\$10.00		0.00	NM		
	Ⓜ MG for 4.5 10/19														
	Week:	10/22/12	10/28/12	11-----		2				\$185.00		0.00			
E 5	WCPO	10/13/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-----	:30	0	\$600.00	P-8	0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$600.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$600.00		0.00			
E 6	WCPO	10/13/12	10/23/12	M-F 3-4p 3-4pm Katie	CM	3-4p	-----	:30	0	\$200.00	P-8	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$200.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$200.00		0.00			
E 7	WCPO	10/13/12	10/23/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	-----	:30	0	\$280.00	P-8	0.00	NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$280.00		0.00			
	Week:	10/22/12	10/28/12	1-----		1				\$280.00		0.00			
E 8	WCPO	10/13/12	10/23/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	-----	:30	0	\$400.00	P-8	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----		0				\$0.00		0.00			
	Week:	10/15/12	10/21/12	11111--		5				\$400.00		0.00			
	Week:	10/22/12	10/28/12	11-----		2				\$400.00		0.00			
Totals														45	\$12,600.00